

WASATCH COUNTY TOURISM PROFILE

County Indicator	2005	2006	2007	% Change 2006-2007	State Ranking
DEMOGRAPHIC					
Population	19,999	21,053	21,951	4.3%	13
Total Non-Ag Employment	5,747	6,485	7,114	9.7%	16
Non-Ag Avg Monthly Wage	\$2,212	\$2,316	\$2,471	6.7%	14
Per Capita Income	\$23,632	\$24,821	\$26,432	6.5%	12
Unemployment Rate*	3.9%	3.1%	2.7%	-12.9%	12
SPENDING & EMPLOYMENT					
Spending by Travelers (Millions)	\$52.1	\$59.9	\$74.2	23.9%	10
Travel & Tourism Related Employment	717	951	913	-4.0%	16
TOURISM TAX REVENUES (000s)					
Local Tax Revenues from Traveler Spending	\$1,701.3	\$1,930.7	\$1,913.5	-0.9%	12
Transient Room Tax	\$253.3	\$354.5	\$558.0	57.4%	11
Restaurant Tax	\$206.1	\$234.7	\$272.2	16.0%	13
Car Rental Tax	--	--	--	--	--
Gross Taxable Retail Sales (millions)	\$226.5	\$274.3	\$307.3	12.0%	15
REGIONAL VISITATION COUNTS					
I-80 UT/WY Traffic Count	4,557,025	4,609,950	4,803,400	4.2%	
SR-40 UT/CO Traffic Count	657,000	675,250	713,575	5.7%	
Skier Days at Utah Resorts	3,895,578	4,062,188	4,249,190	4.6%	
Wasatch Mountain S.P.	915,963	412,283	246,226	-40.3%	
Deer Creek S.P.	209,149	355,003	326,038	-8.2%	
Utah Lake S.P.	252,565	265,271	270,836	2.1%	
Jordanelle S.P. (2 Locations)	235,145	198,592	310,348	56.3%	
Timpanogos Cave N.M.	105,012	106,870	114,737	7.4%	
Rockport S.P.	172,783	117,683	127,832	8.6%	
Starvation S.P.	51,957	54,398	61,351	12.8%	

* Several Counties have identical Unemployment Rates

r= revised

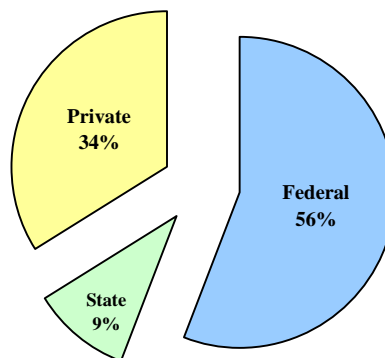
Land Ownership - 2007	No. of Acres	% Total
Total Acres in County	750,565	100.0%
Federal Government	419,798	55.9%
BLM	3,283	0.4%
US Forest Service	416,515	55.5%
National Park Service	--	--
National Wildlife Service	--	--
Other •	--	--
State Government	77,023	10.3%
Utah State Parks & Recreation	22,883	3.0%
Utah State Wildlife Reserves	37,143	4.9%
State Trust Lands	16,997	2.3%
Other ••	--	--
American Indian	2,723	0.4%
Private*	254,064	33.8%

• Includes Military and Bankhead Jones land

•• Includes State Sovereign and UDOT land

*May include some local government land

Land Ownership - 2007



Wasatch County Tourism Profile

